

# SALES

## MERCHANDISER

R.J. Reynolds Tobacco Co.

Sales Dept.

Jan.-Feb. 1983



Sales  
planning  
Page 148

51859 5485



### A Daytona visit

Reynolds Tobacco Chairman Edward A. Horrigan, Jr. is joined by racing superstar A.J. Foyt (center) and former Philadelphia Eagles Coach Dick Vermell in the garage area at Daytona International Speedway prior to the Feb. 20 running of the Daytona 500 Winston Cup race.

## Smoking foes continue drive for legislation

Anti-smoking forces, continuing their drive for legislation to restrict public smoking, cigarette advertising and cigarette sampling practices, made some headway during 1982.

They succeeded in introducing 86 smoking-restriction bills and getting four of them passed in three states.

"Although we were pleased that we were able to defeat a majority of the anti-smoking measures, the fact that four passed in 1982 was four too many," said Gene Ainsworth, Reynolds Tobacco's director of public affairs.

Ainsworth said that he expects a

large number of bills to be introduced in 1983 at all levels: federal, state and local. And the fight to defeat those bills will be tough because "the anti-smoking forces are organized, they're well-funded, and they have a very good strategy."

Still, he said, "While the challenges will be difficult, we are very optimistic that our opposition will be effective."

Ainsworth said that 39 bills that would have restricted cigarette advertising and sampling were introduced in 1982, but none was passed that would adversely affect Reynolds Tobacco. In fact, he noted, one law that was passed in Florida improved the company's sampling capabilities.

## Here's your chance to tell that fishy tale

The second-quarter 1983 *RJR Report*, the full-color publication for RJR employees, retirees and stockholders, is planning a major feature about employees who are avid fishermen and located in spots that could be considered a fisherman's heaven.

The story will feature employees of various RJR companies relating tales of unusual encounters (e.g. deepwater fishing by crews on Aminoil oil rigs in the Gulf of Mexico; a Sea-Land employee in some exotic location; or a tobacco sales representative located in one of the famous trout areas in the Rockies).

The *Sales Merchandiser* solicits your assistance with this story. If you would like to be featured in this article, or know of someone who could be featured, please notify Gene Scialdone, Corporate Public Relations, R.J. Reynolds Industries, WHQ, Winston-Salem, NC, 27102; or call (919) 773-2743.

## Company notes statistics for accidents

According to statistics compiled by the company, nearly one-fourth of all vehicle accidents are caused by following too closely.

Nearly as many accidents (22.5 percent) were caused by improper backing of vehicles, backing up too fast or not having clear vision behind.

Another 11.8 percent of accidents are caused by inattention at the wheel, and 10 percent result from disregard of traffic control (lights and signs).

# MEMO

## From the Vice President, Field Sales



The recent announcement by R.J. Reynolds Industries of "Record Sales and Earnings for 1982" and the strong performance of the domestic tobacco business gives all of us in Field Sales a deep sense of satisfaction and pride.

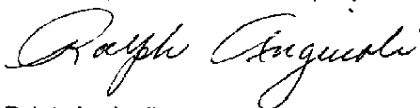
The announcement went on to say, and I quote, "R.J. Reynolds again led the U.S. tobacco industry and achieved a 33.5 percent share of the domestic market, the highest market share of any tobacco company since 1963. The company's unit volume rose almost 1 percent to 208.9 billion units, an industry volume record for the third consecutive year."

I'm convinced that had it not been for your outstanding effort in 1982 and particularly at year-end, these results would not have been so positive.

I'm also convinced that when an organization like ours works together, in a team effort overcoming economic as well as competitive pressures, to meet our objectives there must be a just reward.

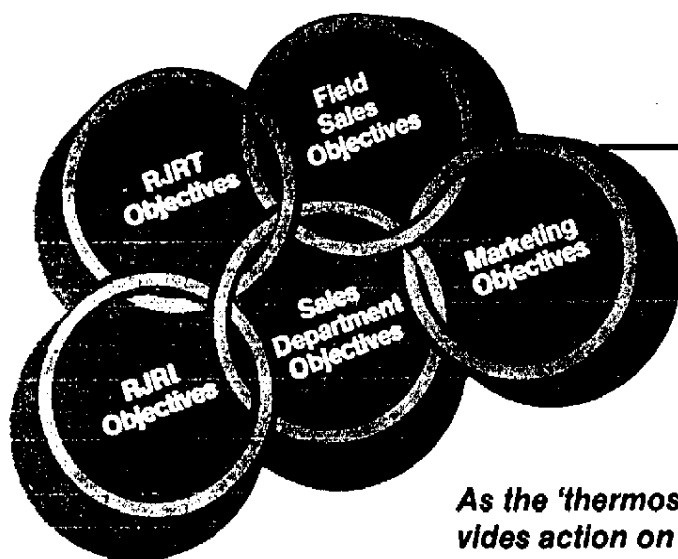
Your reward, ladies and gentlemen, came as a check representing your participation in the Sales Incentive Plan. SIP monies were increased by executive management to allow for everyone in Field Sales to receive a share.

Your importance to the company is well recognized.



Ralph Angiuoli

51859 5487



# Sales planning

***As the 'thermostat' of the Sales Department, It provides action on a short- and long-term basis, in response to feedback from the Field and various other departments in the company.***

Two things are certain about the future — its unpredictability and its constant change. Yet, planning must address the future in a well-thought-through systematic fashion. Planning must define what the future holds in store as well as where Reynolds Tobacco wants to be at a given point in time.

"What we in planning must do is forecast the future business environment as well as the marketplace," said A.L. Barnett, director - Sales Planning.

The planning function is more like a thermostat than a thermometer. "A thermometer," noted Barnett, "only reacts to changes in the environment and provides no controlling mechanism. But a thermostat is a controlling device that can be set to control the environment in anticipation of immediate or pending changes."

In its simplest form, Barnett said, planning is much like deciding "what to wear to work each morning. In making your decision, you may consult your spouse or listen to a radio weather forecast; in other words, you seek input from another source before making your decision. In so doing, you experience the most essential element of planning — communication."

Communication is a key aspect because Sales Planning involves a

continuous flow of communication in order to coordinate a wide variety of activities, such as work plans, special sales activities and new brand introductions.

"Here's where we apply the model of the thermostat," said Barnett. "Sales Planning must be the thermostat of the Sales Department. It is critical that we have the most up-to-date forecast of the business environment and the marketplace in order to meet our short- and long-term volume objectives in a cost efficient and effective manner."

"Ours is a more difficult environment to forecast than the weather due to its complexity; it is made up of consumers and businesses — two elements which history has shown to be unpredictable."

This constantly changing environment is one major reason the planning function exists.

Not only does planning allow identification of short- and long-term business needs, it also provides standards of performance and a means of measuring performance against predetermined objectives.

Knowing what planning is and why it exists, a logical question is: What does planning accomplish?

First, it sets specific objectives and established time parameters for

accomplishing them. Second, it defines a course of action to meet objectives.

Third, it provides agreed-to standards for measuring performance against predetermined objectives. And fourth, but certainly not least, planning provides a vehicle to communicate future manpower and financial resource needs to the company.

"There is a most important word in that final point," Barnett emphasized. "It is communication. Any properly prepared plan is a living communication document which provides a constant flow of communication."

Due to the complexity of the business environment and the flexibility necessary to address short- and long-term needs, the plan constantly changes. Therefore, planning becomes a never-ending cycle.

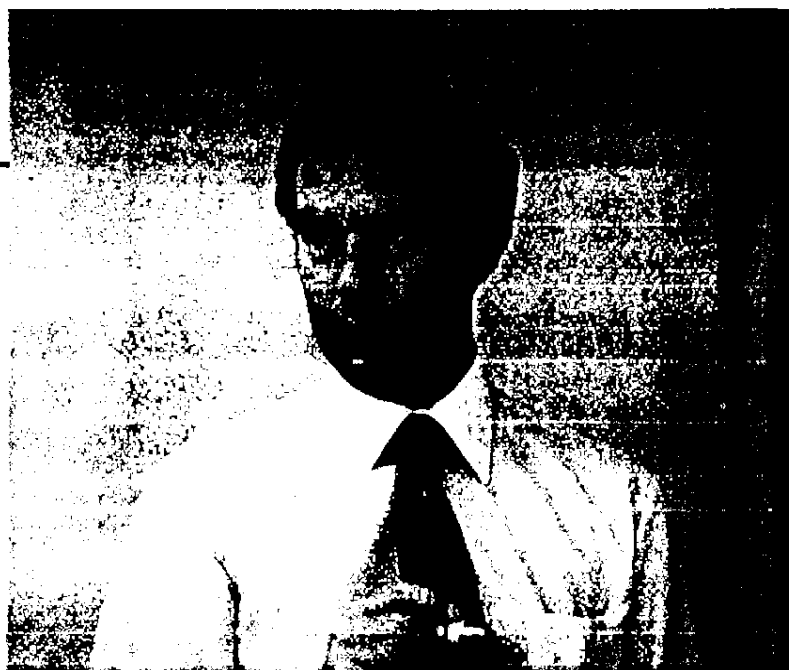
"While the accountability for the preparation, coordination and communication falls on the Sales Planning unit," Barnett noted, "every member of the Sales Department, particularly Field Sales, is involved in the planning process."

"It is the creative thought of thousands of individuals, coupled with the expertise of many other departments, that results in the programs reflected in our sales plans."

And, he added, input from Field Sales, in particular, is critical in setting realistic goals and making the plan a living document. Planning impacts daily on those who carry out the plans. Each has an interest and the opportunity to provide feedback and input to the process.

"This is where we all become planners," said Barnett. "Field Sales representatives constantly identify problems and opportunities in the marketplace, as well as continuously evaluate our existing programs. This information flows upward to division, region and area management.

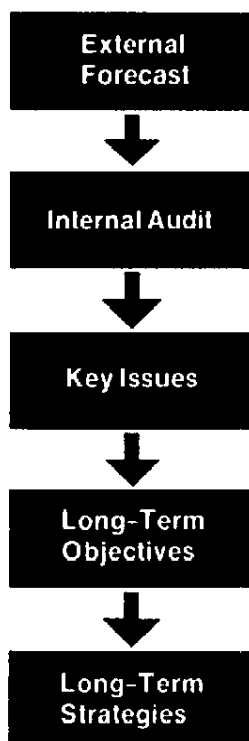
"Once this input is gathered from Field Sales, it is the responsibility of



Al Barnett, director - Sales Planning

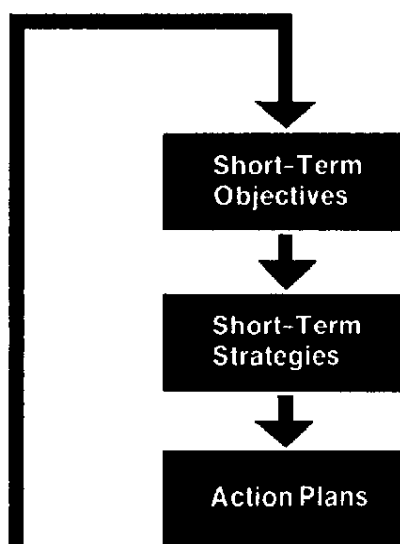
## Long-range strategic plan

5 years



## Annual operating plan

1 year



Sales Planning to integrate these thoughts into a sales plan which becomes part of the total marketing plan for the company.

Corporate objectives — financial, volume and share of market — are then integrated into national sales objectives, area objectives, region objectives and, finally, division objectives, in the way of action plans. In other words, the identification of an opportunity by a sales rep in Joplin, Mo., may be relayed up through the communications ladder and may return in the form of an action plan that fits the corporate, company, marketing and sales objectives of the plan.

It has been said many times, there are several hundred people within the company vying for the individual sales representative's time and attention. After all, nothing can take place in the retail marketplace until a sales representative effectively executes a plan.

"In order for the sales representative to effectively execute the Plan," said Barnett, "Field Sales must understand the plan — not only what is to be done, but why it is being done. For this reason we strive

**Continued**

to keep our plans as simple and understandable as possible so they may be executed in the most effective and efficient manner."

Planning is everyone's accountability in the Sales Department, whether in the formation of Annual Sales Plans or Quarterly Priority Planning. The reason planning has become an integral part of everyone's work habits is simple: "It Works."



Al Barnett and his staff discuss display requirements with Ken Hedrick (center), P.O.S. development manager in the Promotion Department.

## Planning unit's activities are varied

The Planning Section of the Home Office Sales Department consists of a group of diversified individuals responsible for specific functions which lend support to the overall planning process.

These functions include formulation of work plans and drive period activity, communications, administration and research.

"Virtually every activity that requires the resources of our Field people is brought to my attention," said Al Barnett, director - Sales Planning. "A sound planning process requires that we identify problems or opportunities associated with those activities and develop a sound plan of execution."

"We then have to communicate and administer the plan and measure results. Fortunately I have the resources of good people to accomplish this mission."

Assisting Barnett in the formal planning process are National Planning Managers Dave Hunt and Mark Wallace. Wallace is a recent addition to the group, replacing Ed McAtee who became assistant regional manager in the Winston-Salem region.

Once plans are developed, the task of Sales Planning is one of

communication and administration. DM Letters, New Brand Fact Books and Quarterly Work Plan Information must be effectively communicated to the entire Field Sales organization. The communication must provide sufficient lead time to allow Field Sales managers to formulate their execution plans utilizing their manpower resources.

The administrative function ensures that Field Sales has all the necessary tools required to execute the plan — from company vehicles to typewriters for Field Offices. Compumark, the Draft System and the current Field Sales Information System are all the responsibility of administration.

Jim Helm is national manager of Sales Administration/Communications and is assisted by John Olenick, communications manager and Harold Roseman, Sales Information Systems manager.

Sales Planning interfaces directly with virtually every department within the corporation

— Promotions, Brand Marketing, Marketing Development, Manufacturing and Sales Services, just to name a few.

"We exist to support Field Sales," said Barnett, who reports directly to Yancey Ford, vice president - Sales Operations. "It's a two-way working relationship between us and the Field. Everyone in Field Sales contributes to the planning process, whether it's by writing a Corner Comment or by suggestions offered in a division meeting."

### Planning Department



Hunt



Wallace



Olenick



Roseman



Helm



## Coupon-conscious customers respond to Tobacco promotions

If all the coupons dropped by manufacturers in 1982 were laid end to end, they would stretch around the world more than 270 times — 110 billion to be more precise.

Smart shoppers who redeemed these coupons were paid almost \$1 billion in refunds — that's more than \$4 for every man, woman and child in the United States.

"Couponing certainly has changed in recent years," said George Baroody, director - Promo-

***'There was a time when shoppers were somewhat embarrassed to present coupons at checkout, but now coupons are more a status symbol . . . more accepted among retailers.'***

— George Baroody

tions. "There was a time when shoppers were somewhat embarrassed to present coupons at checkout, but now coupons are more a status symbol, a sign that shoppers are attuned to the economy. Coupons are more accepted among retailers as well."

Figures bear that out. According to ORC Marketing Index, people were more likely last year to redeem coupons if they were college graduates and had annual incomes ranging from \$25,000 to \$34,999.

Reynolds Tobacco has long recognized the coupon for its promotional and product-trial potential. In fact, the first quarter of 1983 will see continued couponing emphasis for the company.

"Couponing can be an impactful and targeted trial and continuity

device for certain of our brands," said Baroody. "Due to greater consumer and retailer acceptance, coupled with a more effective use of the coupon vehicles themselves, we're seeing higher and higher redemption levels for our brands."

Not only will the coupons be accepted enthusiastically by consumers, but Field Sales representatives recognize their value in promoting certain brands and building inventory for those brands.

For instance, Hattiesburg, Miss., Division Manager H.J. Heintz III used a coupon drop last September as an opportunity to build business. In a letter and flyer, he notified customers of upcoming coupons for Vantage and reminded them to order extra stock.

Heintz also included "Special Retail Opportunity" fact sheets to be distributed by the retailers to ensure the extra Vantage product was sent to the stores serviced by their sales force.

In the North Houston, Texas, division, Area Sales Representative Valerie R. Shaut developed a clever reminder to order extra stock at the retail level, using an 899 Form. She added a creative drawing and some copy to the form which was used several times during the year.

Couponing promises to be an even more valuable promotional tool in 1983 as more companies realize the potential in its growth. The opportunities for Field Sales to capitalize on RJR's couponing efforts are almost limitless.

## VOLUME WINNERS

### Profitability pitch keys U-Save proposal

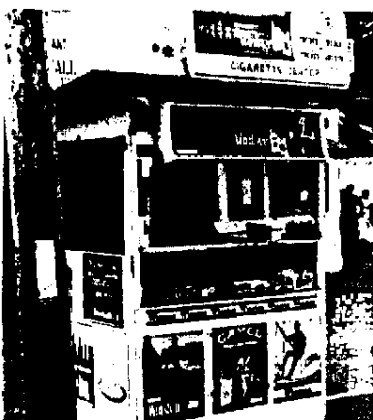
Some selling situations are textbook cases, as Lynn Baumgartner, merchandising manager - field in the Orlando chain division learned in December.

Through an aggressive and professional approach to merchandising, Baumgartner was able to get the U-Save supermarket chain (22 stores) to think more seriously about its cigarette profitability and inventory control.

She secured approval for the universal carton merchandiser, plan 412, in 18 stores, and permanent 30-pack displays for all stores with an average of five checklanes per store.

Chuck Coggins, merchandising manager at U-Save, indicated he was very pleased with the universal carton merchandiser as it relates to proportionate loading, inventory savings and return on investment. He also stated that Baumgartner was very effective in reinforcing the importance of inventory control and cigarette profitability.

Baumgartner's approach included a merchandising seminar with all store managers and cigarette order clerks prior to the placement of the universal carton merchandisers.



RJR dominates this Ohio county fair booth.



Baumgartner is joined in front of a universal by U-Saves' Chuck Coggins, merchandising manager (right), and Chick Bever, director of operations.

### W. Cleveland division 'fairs' well in Ohio

The West Cleveland, Ohio, division took to the fair circuit last fall and came away with good results at the Cuyahoga County Fair and the Lorain County Fair.

Division Manager J.M. Piscitelli, Assistant Division Manager D.L. Moran and Area Sales Representatives B.K. Stockdale and P.M. Nivens secured exclusive distribution and advertising at the two fairs which drew 625,000 visitors.

The team sold 12 extra cases of RJR products in one week and, working with the fair board, kept a competitor from conducting a massive brand sampling program.



### Come & Go program

This program was sold to the Come & Go cut-rate gas station chain by W.E. Ramsdott, area sales representative in the Des Moines, Iowa, division. All 50 stations in the chain utilized the signs in conjunction with 75-cents off coupons. Ramsdott supported with ground mounts at the stores, which average about 175 cartons a week.

51859 5492



## VOLUME WINNERS

### Kentucky division rolls, brings gold to Hazard

They weren't chased by Cletus or Roscoe P. Colettrain, but six members of the Lexington, Ky., division rolled swiftly into Hazard, Ky., last fall to help the town celebrate its "Black Gold Days."

The annual event is dedicated to the coal industry in Hazard and each year draws members of the "Dukes of Hazzard" television show cast who make appearances to raise funds for families who suffered from coal mine disasters.

Division Manager R.P. Boswell, Assistant Division Manager Jim Bryant and Area Sales Representatives Steve Hein, Doug Beard, Fred Hoskins and Don Campbell brought a little "gold" of their own — R.J. Gold — to the festivities.

The team conducted the first tobacco spitting contest for the event and distributed more than 3,000 samples of R.J. Gold during the popular and well-received event.

### Cooke assists A&P chains in Louisiana

In an outstanding example of aggressive selling, Area Sales Representative M.D. Cooke of the Lafayette, La., division was successful in selling the local A&P district manager on plusing out 410 cases of RJR products to the ten stores in his district.

Cooke's effort, coupled with the A&P manager's endorsement, enabled the New Orleans chain account manager to significantly improve A&P's (New Orleans) participation in RJR's year-end promotion and FETAP.



Lexington, Ky., division personnel prepare site for R.J. Gold tobacco spitting contest in Hazard.



### RJR goes to the races

Columbia, S.C., division personnel went to the races last November and gained exclusives on RJR brands and advertising at the Colonial Cup in Camden, S.C. More than 35,000 horse racing fans attended the popular event.

# VENDING

## New placements, toppers, panels key vending folks

Gaining new placements, installing toppers and refurbishing panels, and converting vendors from Data-vend to Tru-Check have kept vending sales managers - field busy over the last several months.

Following are some of the individual accomplishments of the vending team:

- Vending Sales Manager - Field John White of the New Orleans chain division secured 179 placements, increasing RJR brand average from 6.8 to 8.0 with Franklin Cigar & Tobacco Co. (156). He also secured 298 placements and sold Tru-Check to Quaglin Vending (750).

- C.W. Taylor, vending sales manager - field in the Houston chain division secured 886 net placements, increasing RJR brand average from 8.62 to 9.7 with Galbreath Vending (816); secured 96 net placements, boosting brand average to 10.3 from 8.9 with Diamond Vending (75); and secured 198 net placements to increase RJR brand average from 8.67 to 9.25 with Port City Vending (338).

- Vending Sales Manager - Field John Sept of the St. Louis chain division secured 198 net placements, increasing brand average from 9.98 to 11.0 with Canteen Vending (199); secured 414 net placements to increase brand average from 5.8 to 9.3 with Cigarette Vending (131); and secured 217 net placements, increasing brand average from 9.77 to 10.83 with Kay C. Vending (203).

- In the Dallas chain division, Vending Sales Manager - Field W.F. Isham secured 29 net placements and provided 23 refurbishing panels with Bent Davis Vending (60); and

secured 156 net placements, increasing brand average from 7.01 to 11.2 with General Vending (37).

- Vending Sales Manager - Field F.A. Viggiano of the Jersey chain division secured 1,600 net placements, increasing RJR brand average from 6.40 to 7.50 with CIC Vending Corp. (1,574).



Toppers and "welcome" sign at New York State Fair.

## Spring gains visibility at New York State Fair

Visibility is an extremely important ingredient in creating consumer awareness, and J.W. Spring had this in mind when the New York State Fair played host to more than 700,000 visitors last fall.

Spring, vending sales manager in the Buffalo, N.Y., region, did an outstanding job exposing R.J. Reynolds' brands during the 10-day event. For starters, he secured exclusive distribution of RJR brands in four vending machines located in the Center of Progress building and then placed special Winston banners over each, which read "Welcome to the Center of Progress."

Spring also placed two Winston clocks inside the restaurant area and secured 60 percent of columns in two side-by-side machines located

in the Coliseum. He also placed Lotto signs at the only Lotto sales location, and then placed two ground mounts over two active cigarette booths where loose packs were sold.

## Crespi is 'top dog' at E. States Expo

You might say that Vending Sales Manager - Field M.P. Crespi of the Hartford chain division was "top dog" at the Eastern States Exposition Fair last September.

Crespi placed vending toppers on all 22 National machines located at the fair which drew nearly one million visitors.

He was able to obtain a 13 brand average in all machines, securing 59.1 percent of the available vending space with RJR brands.



Toppers, refurbishing panels on machine at the Texas State Fair.

## Texas State Fair 'topped' by Isham

Vending Sales Manager - Field W.F. Isham of the Dallas chain division had more than a "fair" day at the Texas State Fair last October.

Isham was able to secure topper units, refurbishing panels and a 10.25 brand average in the 33 machines placed at concession stands on the midway.

## **MILITARY**

### **Mass display activity busy in recent months**

Mass displays are an important part of Military Sales, and activity in this area has been extremely busy over the past several months.

Following is a list of accomplishments in mass displays, with divisions noted in parenthesis:

R.W. Cunningham (West Kansas City) 500 cases at Fort Leavenworth; R.E. Malawy (East St. Louis) 150 cases at Scott AFB; R.D. Lockett (Austin, Texas) 300 cases at Fort Hood; P.K. Johnson (Ft. Worth) 200 cases at Sheppard AFB.

Also, L.J. Evans (San Antonio) 300 cases at Randolph AFB and 300 cases at Lackland AFB; M.J. Pace (Ft. Worth) 200 cases at Carswell AFB; L.S. Jordan (Shreveport, La.) 250 cases at Barksdale AFB; L.D. Kirkland (Shreveport) 150 cases at Fort Polk; D.S. Blackburn (South Oklahoma City) 212 cases at Tinker AFB.

And, R.A. Magary (Little Rock) 100 cases at Blytheville AFB; D.C. Reed (Little Rock) 200 cases at Little Rock AFB; D.E. Sims (Hattiesburg, Miss.) 300 cases at Keesler AFB; J.B. Hitt (Jackson, Miss.) 100 cases at Columbus AFB; J.T. Turner (West Kansas City) 505 cases at Fort Riley; and D.M. Cook (Austin, Texas) 200 cases at Bergstrom AFB.

## **Idea Exchange**

To obtain adequate and extra stock on a new brand, it is a good idea to come into a store before the prebooked new brand comes in and sell off the CAR to fill the PCD's. Even though this pertains to a limited amount of stores, I have found that this could mean an additional four to five cases.

**E. Cleveland**  
**Tere Francis**

In an attempt to close as many distribution gaps as possible on RJR brands, I have found it to be quite helpful to keep a written record in a separate notebook of the voids that still exist in every retail account. Before making each call, when one of the objectives is to increase distribution on certain brands, I refer to my records and carry a 20-pack display or a three/one/carton display into the account, bearing at least two new brands which represent voids in that account. This method is successful more often than not.

**Philadelphia, PA**  
**Barbara Simkins**

I use the following technique for prebooking FBMBs etc: I review my territory master and prepare pre-booking forms for all stores where I have opportunities to sell FBMBs. This becomes my route list until it's completed. This method ensures that I save time, it appears more professional and organized and I can make sure that I meet and exceed my case goal.

**Miami, FL**  
**R.J. Cunningham**

When packing old merchandise going back to the factory, I take along a few of whatever empty cartons I have on hand to repack the cigarettes that have been damaged by the stamping machine and am usually able to save at least one carton out of every two that the machine has damaged.

**E. St. Louis**  
**J.A. Eberhardt**

If a security curtain for the Universal Carton Merchandiser becomes difficult to move, a coating of spray silicone will many times clear up any sticking of the nylon wheels on the metal track.

**Long Island**  
**M.S. Hirsch**

When introducing a new cigarette brand, I have found that if you leave the order book number for that brand on the carton rack end label, identifying its slot as well as in the order book, then the chances of the order person seeing it are increased, therefore decreasing the chance of oversight and an out-of-stock on the new brand, which is critical during introduction.

**Lubbock, TX**  
**R.H. Alexander**

When paying off the FBMB promotions, I find it useful to write the delivery day on my copy of the order, and then to verify the fact that they received the full order, I try to get there one or two days after the delivery.

**West Chicago**  
**Patricia A. Watson**

51859 5495

## Retired Sales communicator, Chandler, dies

"Do what you can, with what you have, where you are today."

With those words, George W. Chandler inspired several thousand new sales representatives at orientations from the early 1960s till his retirement in 1978.

Chandler, who spent 31 years in the Sales Department, died Feb. 11 in Winston-Salem, N.C.

"His pursuit of excellence speech was a tremendous motivating factor at many new sales representatives meetings," said Don Grout, senior vice president - Sales. "He was an inspiration to all who knew him or came in contact with him during his long stay at Reynolds Tobacco."

Chandler joined the company's billing department in 1936 and moved to the auditing department before he joined the Sales Department in 1947.

An impressive communicator, Chandler was asked to develop a publication for Field Sales, one that would include the exchange of ideas and the recognition of achievements. The first *Merchandiser* went to press that year in the one-room print shop on the seventh floor of the Reynolds Building.

The publication began carrying more news and more photos relating the ideas, achievements and experiences of Field Sales. Chandler edited the *Merchandiser* — the oldest continuing publication of the company — until 1965.

He then directed more attention to trade advertising, writing work

plans and assisting with a wide variety of letters. He also extended his lecturn expertise to region and division sales meetings where he earned the friendship and respect of all region and division managers.

As if his work with the company didn't keep him busy enough, Chandler engaged in a multitude of governmental, charitable, civic and social activities over the years. He served as Winston-Salem alderman for eight years and was very active in the Jr. Chamber of Commerce, serving as its local and state president. He never shied away from participa-

tion in the many fund-raising drives in Winston-Salem.

But his first love was Reynolds Tobacco and the Sales Department.

"I've met most of our Field Sales people through the years," Chandler said at his retirement gathering in 1978. "It's heart-warming to feel their spirit, dedication and willingness. I hold a deep sense of appreciation for having had the opportunity to work with such a great organization, but I am at a loss to describe what it has meant to me to have been in contact with so many fine people."



George Chandler . . . as remembered by thousands.

## PROMOTIONS IN SALES

**L.F. Prillaman** has been appointed sales training manager in the Home Office Sales Department.



Prillaman joined R.J. Reynolds as a Winston show car driver in 1973, and transferred from Marketing to Sales the following year as a sales representative in the Orlando, Fla., division. He was promoted to assistant division manager in the Tampa division in 1977, and was named division manager in the Miami division in 1979. Prillaman transferred to the Hawaii division in 1981.

**M.C. Wallace** has been promoted to national sales planning manager in the Home Office Sales Department.



Wallace joined the company in 1973 as a sales representative in the New Haven, Conn., division, where he was promoted to area sales representative the following year. He was promoted to area manager - vending in the North Jersey, N.J., division in 1977, and was promoted to assistant division manager there the following year.

In 1980, Wallace was promoted to division manager in the New Haven division and the following year transferred to the Hartford, Conn., division. He was promoted to sales training and development manager in the North Atlantic Sales Area in 1982.

**R.J. Blazo** has been appointed training and development/vending/military manager in the North Atlantic Sales Area.



Blazo joined the company in 1968 as a sales representative in the Grand Rapids, Mich., division. He was promoted to assistant division manager in the Spring-

field, Mo., division in 1971. Blazo was promoted to division manager in the South Seattle, Wash., division in 1974 and transferred to the Orange County, Calif., division the following year.

He was promoted to sales merchandising manager - zone in the Home Office Sales Department in 1976, and was named budget and planning manager in the North Atlantic Sales Area in 1978.

**D.C. Hill** has been appointed budget and planning manager in the North Atlantic Sales Area.



Hill joined the company in 1967 as a sales representative in the Jacksonville, Fla., division. He was promoted to assistant division manager in the Winston-Salem, N.C., division in 1969, and became division manager in the North Atlanta division in 1972. Hill was promoted to merchandising manager - chain accounts in the South Atlanta division in 1974, and was promoted to chain account manager in the Atlanta chain division the following year.

He was promoted to sales merchandising manager in the North Atlantic Sales Area in 1978.

**E.S. Riggs** has been appointed sales merchandising manager in the North Atlantic Sales Area.



Riggs joined the company in 1968 as a sales representative in the Dallas, Texas, division. He was promoted to assistant division manager in the Central St. Louis, Mo., division in 1971, and became division manager in the Washington, D.C., division in 1974. Riggs was promoted to chain account manager in the Washington chain division in 1979.

He was promoted to vending sales manager in the North Atlantic Sales Area in 1981.

**D.F. Knoll** has been promoted to chain account manager in the Wichita, Kans., division.



Knoll joined the company in 1972 as a sales representative in the East St. Louis, Ill., division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the West Houston, Texas, division in 1977 and became division manager in the North Houston division in 1980. Knoll transferred to the West Houston division in 1981.

**J.A. Morris** has been promoted to chain account manager in the Albany, N.Y., division.



Morris joined the company in 1966 as a sales representative in the Philadelphia division, and was promoted to area sales representative in the Frazer, Pa., division the following year. He was promoted to area manager - vending in the Philadelphia division in 1974 and was named Mid-Atlantic vending sales manager in 1975.

Morris was promoted to vending sales manager in the North Atlantic Sales Area in 1976, and was named division manager in the Camden, N.J., division the following year.

Continued

## PROMOTIONS IN SALES

**C.E. Moser** has been promoted to chain account manager in the Harrisburg, Pa., division.



Moser joined the company in 1971 as a sales representative in the Frazer, Pa., division, where he was promoted to area sales representative in 1973.

He was promoted to area manager - vending in 1975, and was named regional vending manager in the Philadelphia region the following year.

In 1977, Moser was promoted to vending sales manager of the North Atlantic Sales Area. He was named division manager of the Frazer division in 1979 and transferred to the Philadelphia division the following year.

**D.L. Wilmesher** has been promoted to chain account manager in the Tulsa, Okla., chain division.



Wilmesher joined the company in 1972 as a sales representative in the Kansas City, Mo., division. He was promoted to area sales representative in 1974

and was named assistant division manager in the Dallas, Texas, division in 1977. Wilmesher was promoted to division manager in the Dallas Mid-Cities division in 1980.

**G.A. Young** has been promoted to chain account manager in the Richmond, Va., division.



Young joined the company in 1972 as a sales representative in the Charlotte, N.C., division, where he was promoted to area sales representative

the following year. He was promoted to assistant division manager in the Greenville, S.C., division in 1978, and was named division manager in the Annapolis, Md., division in 1981.

**J.S. Chong** has been promoted to division manager in the Hawaii division.



Chong joined the company in 1968 as a sales representative in the Honolulu division, where he was promoted to area sales representative the following year. He was named assistant division manager in that division in 1975.

**M.J. Dillingham**, formerly division manager of the Dallas-STP division, has transferred to the Dallas Mid-Cities division as division manager.



Dillingham joined the company in 1971 as a sales representative in the Tulsa, Okla.,

division where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the Oklahoma City, Okla., division in 1977, and was promoted to division manager of the Dallas-STP division in 1982.

**B.J. Dragish** has been promoted to division manager in the Philadelphia, Pa., division.



Dragish joined the company in 1975 as a sales representative in the Frazer, Pa., division, where he was promoted to area sales representative two

years later. He was promoted to assistant division manager in the Philadelphia division in 1979.

**J.A. Kirchner** has been promoted to division manager in the West Los Angeles, Calif., division.



Kirchner joined the company in 1973 as a sales representative in the Pasadena, Calif., division, where he was promoted to area sales

representative the following year. He was promoted to area manager - merchandising in the Los Angeles chain division in 1977, and was promoted to assistant division manager in the San Gabriel Valley, Calif., division the following year.

In 1981, he was named training and development manager - field in the Los Angeles regional training and development division.

**J.P. Linebarger** has been promoted to division manager in the South Jersey, N.J., division.



Linebarger joined the company in 1977 as a sales representative in the Orlando, Fla., division, where he was promoted to area sales representative

the following year. He was promoted to assistant division manager in the Tampa, Fla., division in 1979.

**Cecella Baecher-Osborn** has been promoted to division manager in the Annapolis, Md., division.



Baecher-Osborn joined the company in 1976 as a sales representative in the Norfolk, Va., division. She was promoted to area

sales representative in 1978, and was named area manager - merchandising in the Florida chain division in 1978. Baecher-Osborn was promoted to assistant division manager in the Alexandria, Va., division in 1980.

## PROMOTIONS IN SALES

**J.F. Tate Jr.** has been promoted to division manager in the West Houston, Texas, division.



Tate joined the company in 1972 as a sales representative in the Bristol, Va., division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the Roanoke, Va., division in 1979 and was promoted to sales training manager in the home office Sales Department in 1981.

**B.O. Bailey** has been promoted to assistant division manager in the San Jose, Calif., division.



Bailey joined the company in 1973 as a sales representative in the Pasadena, Calif., division, where he was promoted to area sales representative the following year. He transferred to the Riverside, Calif., division in 1981.

**R.M. Gillio** has been promoted to assistant division manager in the Central Jersey, N.J., division.



Gillio joined the company in 1967 as a sales representative in the Jersey City, N.J., division. He was promoted to area sales representative in 1969, and was promoted to area manager - vending in the North Jersey division in 1975.

Gillio was promoted to regional vending manager in 1977, and was named area manager - merchandising in the Jersey chain division in 1981.

**W.L. Judkins II** has been promoted to assistant division manager in the Alexandria, Va., division.



Judkins joined the company in 1978 as a sales representative in the Norfolk, Va., division, where he was promoted to area sales representative the following year. He was promoted to area manager - merchandising in the Washington, D.C., chain division in 1981, and the following year was named training and development manager in the Washington regional training and development division.

**J.E. Giesler** has been promoted to vending sales manager - field in the Oklahoma City, Okla., chain division.



Giesler joined the company in 1978 as a sales representative in the Amarillo, Texas, division, where he was promoted to area sales representative the following year. He transferred to the Lubbock, Texas, division in 1981.

## Retirements

(Editor's Note: The *Sales Merchandiser* apologizes for the lateness of the following retirement announcement.)

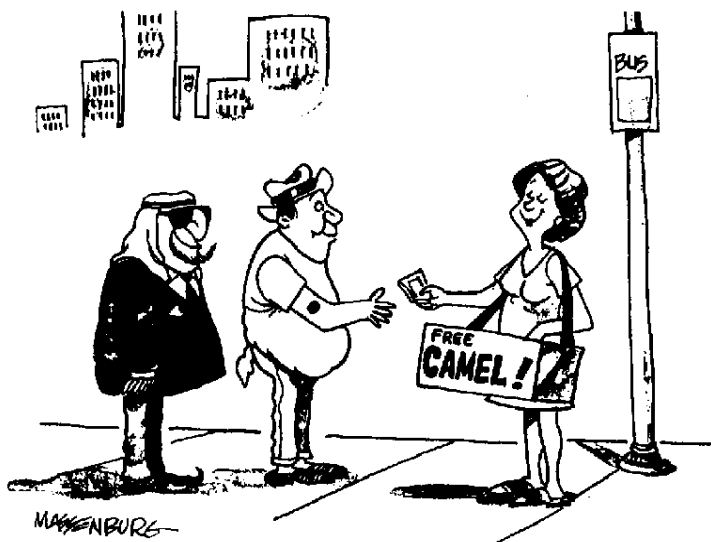
**J.E. Thornton**, former division manager in the Richmond, Va., division, retired last June after nearly 32 years of service.

Thornton joined the company in 1950 as a sales representative in the Richmond division. He was promoted to assistant division manager in the Baltimore, Md., division in 1958, and was promoted to division manager in the Richmond division in 1968.

**F.A. Duwve Jr.**, former division manager in the Toledo, Ohio, division, retired Dec. 1 after 24 years of service.

Duwve joined the company in 1952 as a sales representative in the Toledo division. He was promoted to assistant division manager in that division in 1956, and was named division manager there in 1964.

Duwve is a native of Toledo.



# IMS QUIK FAX

## Cigarettes are big sales dollars to retail segments

SEGMENT	TOBACCO DEPARTMENT	CIGARETTES	
	% of total store sales <sup>1</sup>	% of total store sales <sup>2</sup>	% of Tobacco Dept. sales <sup>3</sup>
Supermarket	4.1%	4.0%	98%
Drug Store	9.4	6.2	66
Convenience	14.8	13.3	90
Discount	1.7	N/A	N/A

1. sources:

- supermarket *Chain Store Age*, July 1982
- drug store *Drug Store News*, April 19, 1982
- convenience *Progressive Grocer*, April 1982
- discount *Discount Merchandiser*, May 1982

2. calculation: (Tobacco Dept. % of Total Store Sales) x (Cigarette % of Tobacco Dept. Sales)

3. sources:

- supermarket and drug store - same as 1
- convenience *Convenience Store News*, 1979 Industry Report; *C-Store Business*, 1982 Product Movement Study, June 1982
- discount not available

**SALES**  
**MERCHANDISER**

RECEIVED MAR 18

January-February 1983

Published for members of the Field Sales Force of  
R.J. Reynolds Tobacco Company.

Editor ..... Gene Scialdone

MERCHANDISER offices are located in World  
Headquarters Building, R.J. Reynolds Industries,  
Inc., Winston-Salem, N.C. 27105, telephone  
(919) 773-2743

©1983 by R.J. Reynolds Tobacco Company.

51859 5500